APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.
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OWEN L LAMB
P O BOX 240
SANTA BARBARA CA 93102-0240

EXAMINER
WASYLCHAK, S

ART UNIT	PAPER NUMBER
2164	

DATE MAILED: 10/04/01

Please find below and/or attached an Office communication concerning this application or proceeding.

Commissioner of Patents and Trademarks

Office Action Summary	Application No.	Applicant(s)
	09/276598	BOLLAY
	Examiner	Group Art Unit
	WASYLCHAK	2164

—The MAILING DATE of this communication appears on the cover sheet beneath the correspondence address—

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE _____3_____ MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, such period shall, by default, expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).

Status

- ☒ Responsive to communication(s) filed on ___3/25/99___
- ☐ This action is **FINAL.**
- ☐ Since this application is in condition for allowance except for formal matters, **prosecution as to the merits is closed in** accordance with the practice under *Ex parte Quayle,* 1935 C.D. 11; 453 O.G. 213.

Disposition of Claims

- ☒ Claim(s) ___1-29___ is/are pending in the application.
  - Of the above claim(s) _____ is/are withdrawn from consideration.
- ☐ Claim(s) _____ is/are allowed.
- ☒ Claim(s) ___1-29___ is/are rejected.
- ☐ Claim(s) _____ is/are objected to.
- ☐ Claim(s) _____ are subject to restriction or election requirement.

Application Papers

- ☐ See the attached Notice of Draftsperson's Patent Drawing Review, PTO-948.
- ☐ The proposed drawing correction, filed on _____ is ☐ approved ☐ disapproved.
- ☐ The drawing(s) filed on _____ is/are objected to by the Examiner.
- ☐ The specification is objected to by the Examiner.
- ☐ The oath or declaration is objected to by the Examiner.

Priority under 35 U.S.C. § 119 (a)-(d)

- ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d).
  - ☐ All ☐ Some* ☐ None of the CERTIFIED copies of the priority documents have been
  - ☐ received.
  - ☐ received in Application No. (Series Code/Serial Number) _____.
  - ☐ received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

  *Certified copies not received: _____.

Attachment(s)

- ☒ Information Disclosure Statement(s), PTO-1449, Paper No(s). ___2___
- ☒ Notice of Reference(s) Cited, PTO-892
- ☒ Notice of Draftsperson's Patent Drawing Review, PTO-948
- ☐ Interview Summary, PTO-413
- ☐ Notice of Informal Patent Application, PTO-152
- ☐ Other _____

Office Action Summary

DETAILED ACTION

Claim Rejections - 35 USC § 103

1.   The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all

obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set
> forth in section 102 of this title, if the differences between the subject matter sought to be patented and
> the prior art are such that the subject matter as a whole would have been obvious at the time the
> invention was made to a person having ordinary skill in the art to which said subject matter pertains.
> Patentability shall not be negatived by the manner in which the invention was made.

2.   Claims 1, 2, 7, 8, 13, 14, 18, 22, 23, 25, 27-29 are rejected under 35

U.S.C. 103(a) as being unpatentable over the article "Success on the Web Begins With

a 'Thank you' and a Reward" (hereafter Success) and in view of S. Keshav's book, An

Engineering Approach to Computer Networking (hereafter Keshav).

As per claim 1,

A method of processing multiple electronic transactions at a hub server comprising:

      -Maintaining a vendor product information database of product

information at said hub server; / Success: para. 1, 4, 6, 7.   Success fails to teach a hub

server.   However, Keshav discloses a hub server system (p 145).

It would have been obvious to one of ordinary skill in the art at the time of applicant's

invention to use this limitation for the advantage of centralized networking system in the

form of a hub topology for faster access from multiple sources.

      -Said product information being accessible by a number of affiliate web

sites; / Success: para. 1, 4, 6, 7.

      -Maintaining an affiliate web site database at said hub server; / Success: para. 1,

4, 7.

-Maintaining a buyer profile database of buyer information of one or more buyers, including a particular buyer, at said hub server; / Success: para. 1, 6

-Combining stored buyer information of said particular buyer with product selection from one of said affiliate sites upon a condition that a purchase request of said particular buyer is received, resulting in combined purchase order information being sent to the hub server; and, / Success: para. 4, 5, 6, 7. The reference fails to teach the feature of conditional combining buyer information with product selection.

Official notice is taken that this feature is old and well known in the e-commerce art and / or retail art. It would have been obvious to one of ordinary skill in the art at the time of applicant's invention to implement this feature for the advantage of maintaining centralized customer records.

-Forwarding said combined purchase order information from said hub server to a vendor. / Success: para. 4.

As per claim 2,

The method of claim 1 wherein said particular buyer information is stored in said buyer profile database during a first purchase by said particular buyer at an affiliate web site. / Success: para. 1, 6, 7

As per claim 7,

A method of processing multiple electronic transactions at a hub server comprising:

-Maintaining a vendor product information database of product information at said hub server; / Success: para. 1, 4, 6, 7. Success fails to teach a hub server. However, Keshav discloses a hub server system (p 145).

It would have been obvious to one of ordinary skill in the art at the time of applicant's invention to use this limitation for the advantage of a centralized networking system in the form of a hub topology for faster access from multiple sources.

-Said product information being accessible by a number of affiliate web sites; / Success: para. 1, 4, 6, 7.

-Maintaining an affiliate web site database at said hub server; / Success: para. 1, 4, 7.

-Maintaining a buyer profile database of buyer billing and shipping information of one or more buyers, including a particular buyer, at said hub server; / Success: para. 1, 6 where targeting users would include their billing and shipping.

-Combining stored buyer billing and shipping information of said particular buyer with product selection received from one of said affiliate sites upon a condition that a purchase request of said particular buyer is received, resulting in combined purchase order information; / Success: para. 4, 5, 6, 7. The reference fails to teach the feature of conditional combining buyer billing and shipping information with product selection.

Official notice is taken that this feature is old and well known in the e-commerce art and / or retail art. It would have been obvious to one of ordinary skill in the art at the time of applicant's invention to implement this feature for the advantage of maintaining centralized customer records.

-Recording said combined purchase order information at said hub

server; and, / Success: para. 4, 6, 7. The reference fails to teach the feature of recordation at the hub.

Official notice is taken that this feature is old and well known in the e-commerce art and / or retail art. It would have been obvious to one of ordinary skill in the art at the time of applicant's invention to implement this feature for the advantage of maintaining centralized customer records.
-Forwarding said combined purchase order information from said hub server to a vendor. / Success: para. 4.

As per claim 8,

The method of claim 7 wherein said particular buyer billing and shipping information is stored in said buyer profile database during a first purchase involving said particular buyer at an affiliate web site. / Success: para. 1, 6, 7. The reference fails to teach the feature of storing above information in a database.

Official notice is taken that this feature is old and well known in the e-commerce art and / or retail art. It would have been obvious to one of ordinary skill in the art at the time of applicant's invention to implement this feature for the advantage of maintaining centralized customer records for subsequent access.

As per claim 13,

A method of processing multiple electronic transactions at a hub server comprising:

-Maintaining a vendor product information database of product information at said hub server; / Success: para. 1, 4, 6, 7. Success fails to teach a hub

server. However, Keshav discloses a hub server system (p 145).

It would have been obvious to one of ordinary skill in the art at the time of applicant's invention to use this limitation for the advantage of a centralized networking system in the form of a hub topology for faster access from multiple sources.

-Said product information being accessible by a number of affiliate web sites; / Success: para. 1, 4, 6, 7.

-Maintaining an affiliate web site database at said hub server; / Success: para. 1, 4, 7.

-Maintaining a buyer profile database of buyer billing and shipping information of one or more buyers, including a particular buyer, at said hub server; / Success: para. 1, 6 where targeting users would include their billing and shipping.

-Combining stored buyer billing and shipping information of said particular buyer with product selection received from one of said affiliate sites upon a condition that a purchase request of said particular buyer is received, resulting in combined purchase order information; / Success: para. 4, 5, 6, 7. The reference fails to teach the feature of conditional combining buyer billing and shipping information with product selection.

-Recording said combined purchase order information at said hub server; and, / Success: para. 1, 6 where targeting users would include their billing and shipping.

-Forwarding said combined purchase order information from said hub server to a vendor. / Success: para. 4.

As per claim 14,

The method of claim 13 wherein said particular buyer billing and shipping information is stored in said buyer profile database during a first purchase involving said particular buyer at an affiliate web site. / Success: para. 1, 6, 7. The reference fails to teach the feature of storing the above information in a database.

Official notice is taken that this feature is old and well known in the e-commerce art and / or retail art. It would have been obvious to one of ordinary skill in the art at the time of applicant's invention to implement this feature for the advantage of maintaining centralized customer records for subsequent access.

As per claim 18,

A method of processing multiple electronic transactions at a hub server comprising:

-Accessing vendor product information from a vendor web site; / Success: para. 1, 4, 5, 6.

-Storing said product information at said hub server; / Success: para. 1, 4, 5, 6. The reference fails to teach the feature of storing above information in a database.

Official notice is taken that this feature is old and well known in the e-commerce art and / or retail art. It would have been obvious to one of ordinary skill in the art at the time of applicant's invention to implement this feature for the advantage of maintaining centralized customer records for subsequent access.

-Transferring said product information to a number of affiliate web sites; /

Success: para. 1, 4, 6, 7

-Receiving buyer billing and shipping information of one or more buyers,

including a particular buyer, from affiliate web sites; / Success: para. 1, 4, 6, 7

-Storing said buyer billing and shipping information at said hub server; /

Success: para. 1, 4, 5, 6. The reference fails to teach the feature of storing above

information in a database.

Official notice is taken that this feature is old and well known in

the e-commerce art and / or retail art. It would have been obvious to one of

ordinary skill in the art at the time of applicant's invention to implement this

feature for the advantage of maintaining centralized customer records for subsequent

access.

-Receiving a purchase request of said particular buyer from one of said

affiliate web sites; / Success: para. 1, 4, 5, 6

-Combining said stored buyer billing and shipping information of

said particular buyer with product selection information received from said affiliate site

resulting in combined purchase order information; and, / Success: para. 4, 5, 6, 7. The

reference fails to teach the feature of conditional combining buyer billing and shipping

information with product selection.

Official notice is taken that this feature is old and well known in

the e-commerce art and / or retail art. It would have been obvious to one of

ordinary skill in the art at the time of applicant's invention to implement this

feature for the advantage of maintaining centralized customer records.

As per claim 22,

In system of electronic commerce in which a central hub server stands between a

number of affiliate web sites and a number of vendor web sites to execute sales

of vendor products featured on said affiliate web sites, a method comprising:

-associating a number of affiliate web sites with said hub server; /

Success: para. 4, 5, 6, 7

-selecting, at said affiliate web sites, products offered by vendors; /

Success: para. 4, 5, 6, 7

-displaying selected products to users on said affiliate web pages; /

Success: para. 4, 5, 6, 7

-causing identifiers of a buyer, an affiliate web site, a product, and a

vendor site, to be sent to said hub server in response to a buyer that browses an

affiliate web site clicking on a displayed vendor product ; / Success: para. 1, 4

-searching a database at said hub server to find a picture of said

product, its current price and previously stored credit information and shipping

address of said buyer; / Success: para. 4, 5, 6, 7

-sending, from said hub server to said particular user, a

form including said picture of said product, its price and a submit icon superimposed on

said picture; / The reference fails to teach the features of price, credit and address on

the icon. Official notice is taken that this feature is old and well known in

the e-commerce art and / or retail art. It would have been obvious to one of

ordinary skill in the art at the time of applicant's invention to implement these

features for the advantage of ease of ordering and minimizing display space.

-returning said form, from said buyer to said hub server, upon a

condition that said buyer clicks on said submit icon; / Success: para. 4. The

reference fails to teach the feature of returning the form.

Official notice is taken that this feature is old and well known in

the e-commerce art and / or retail art.   It would have been obvious to one of

ordinary skill in the art at the time of applicant's invention to implement this

feature for the advantage of having a record of the transaction for accounting

purposes.

-debiting, at said hub server, said buyer's credit card with said purchase price;

/ Success: para. 4. The reference fails to teach the feature of debiting the transaction.

Official notice is taken that this feature is old and well known in

the e-commerce art and / or retail art.   It would have been obvious to one of

ordinary skill in the art at the time of applicant's invention to implement this

feature for the advantage of having a record of the transaction for accounting

purposes.

-crediting said vendor site with a sale less a commission credited to said

affiliate site; / Success: para. 4. The reference fails to teach the feature of crediting the

transaction to a affiliate site.

Official notice is taken that this feature is old and well known in

the e-commerce art and / or retail art.   It would have been obvious to one of

ordinary skill in the art at the time of applicant's invention to implement this

feature for the advantage of having a record of the transaction for accounting

purposes.

-submitting to said vendor all information necessary to make a purchase: product code,

price, affiliate site, vendor ID, buyer ID and shipping address; and, / Success: para. 1, 4,

7. The reference fails to teach the features of code, price, site, address and IDs.

Official notice is taken that this feature is old and well known in

the e-commerce art and / or retail art. It would have been obvious to one of

ordinary skill in the art at the time of applicant's invention to implement this

feature for the advantage of having a complete purchase order form for centralized

storing, accounting and inventory control.

-processing said sale at said vendor site, including shipping said product to said

shipping address in said form. / Success: para. 1, 4, 7. The reference fails to teach the

features of processing and shipping.

Official notice is taken that this feature is old and well known in

the e-commerce art and / or retail art. It would have been obvious to one of

ordinary skill in the art at the time of applicant's invention to implement this

feature for the advantage of having a complete purchase order form for centralized

storing, accounting and inventory control.

As per claim 23,

The method of claim 18 wherein said step of transferring said product information

to a particular user includes selecting said product information randomly within a

category. / Success: para. 1, 4, 7. The reference fails to teach the

features of random information selection.

Official notice is taken that this feature is old and well known in

the e-commerce art and / or retail art. It would have been obvious to one of

ordinary skill in the art at the time of applicant's invention to implement this

feature for the advantage of exposing most or all of the products over time to see which

are in demand.

As per claim 25,

The method of claim 18 wherein said step of transferring said product information to a

particular user includes selecting said product based on one or more of a buyer's profile,

affiliate site and category. / Success: para. 1, 4, 5, 6, 7 (featured products or brands are

a category)

As per claim 27,

The method of claim 1 wherein said step of forwarding said combined purchase order

information from said hub server to a vendor includes selecting said vendor based on

price or aggregation efficiency. / Success: para. 1, 4, 5, 6, 7. The reference fails to

Official notice is taken that this feature is old and well known in

the e-commerce art and / or retail art. It would have been obvious to one of

ordinary skill in the art at the time of applicant's invention to implement this

feature for the advantage of having a price available for comparative shopping

purposes.

As per claim 28,

The method of claim 7 wherein said step of forwarding said combined purchase order

information from said hub server to a vendor includes selecting said vendor based on

price or aggregation efficiency. / Success: para. 1, 4, 5, 6, 7. The reference fails to

Official notice is taken that this feature is old and well known in

the e-commerce art and / or retail art. It would have been obvious to one of

ordinary skill in the art at the time of applicant's invention to implement this

feature for the advantage of having a price available for comparative shopping

purposes.

As per claim 29,

The method of claim 13 wherein said step of forwarding said combined purchase order

information from said hub server to a vendor includes selecting said vendor based on

price or aggregation efficiency. / Success: para. 1, 4, 5, 6, 7. The reference fails to

Official notice is taken that this feature is old and well known in

the e-commerce art and / or retail art. It would have been obvious to one of

ordinary skill in the art at the time of applicant's invention to implement this

feature for the advantage of having a price available for comparative shopping

purposes.

3.   Claims 3-6, 9-12, 15-17, 19-21, 24 and 26 are rejected under 35 U.S.C. 103(a)

as being unpatentable over the article "Success on the Web Begins With a 'Thank you'

and a Reward" (hereafter Success) and in view of S. Keshav's book, An Engineering

Approach to Computer Networking and further in view of E. Castro's book, HTML for the

World Wide Web.

As per claim 3,

The method of claim 1 wherein said step of forwarding said combined purchase order information from said hub server to said particular buyer comprises:

-Dynamically creating computer code needed to submit a purchase request upon a condition that said particular buyer selects a submit icon displayed on a web page; and, / Success: para. 1, 4. The reference fails to teach the condition.

Official notice is taken that this feature is old and well known in the e-commerce art and / or retail art. It would have been obvious to one of ordinary skill in the art at the time of applicant's invention to implement this feature for the advantage of having choice precede a purchase request for inventory control

-Inserting said computer code into said web page with a tag. / Success: para. 1, 4. However, Success does not teach tags. Castro does teach tags (p 23). It would have been obvious to one of ordinary skill in the art at the time of applicant's invention to use this limitation for the advantage of not putting the code on the display and thus create a distraction.

As per claim 4,

The method of claim 2 wherein said step of forwarding said combined purchase order information from said hub server to said particular buyer comprises:

-Dynamically creating computer code needed to submit a purchase request upon a condition that said particular buyer selects a submit icon displayed on a web page; and, / Success: para. 1, 4. The reference fails to teach the condition.

Official notice is taken that this feature is old and well known in

the e-commerce art and / or retail art. It would have been obvious to one of

ordinary skill in the art at the time of applicant's invention to implement this

feature for the advantage of having choice precede a purchase request for inventory

control

-Inserting said computer code into said web page with a tag. /

Success: para. 1, 4. However, Success does not teach tags. Castro does teach tags (p

23). It would have been obvious to one of ordinary skill in the art at the time of

applicant's invention to use this limitation for the advantage of not putting the code on

the display and thus create a distraction.

As per claim 5,

The method of claim 3 wherein said computer code is one or more of HTML code and

JavaScript; and, wherein said tag is one or more of an <IFRAME> and JavaScript. /

Success: para. 1. 4. However, Success does not teach HTML or JavaScript or tag or

<IFRAME>. Castro does teach these elements (p 23, 267, 164, 37). It would have

been obvious to one of ordinary skill in the art at the time of applicant's invention to use

these limitations for the advantage of there being off the shelf software and thus less

expensive than customized software.

As per claim 6,

The method of claim 4 wherein said computer code is one or more of HTML code and

JavaScript; and wherein said tag is one or more of an <IFRAME> and JavaScript. /

Success: para. 1. 4. However, Success does not teach HTML or JavaScript or tag or

<IFRAME>. Castro does teach these elements (p 23, 267, 164, 37). It would have

been obvious to one of ordinary skill in the art at the time of applicant's invention to use

these limitations for the advantage of there being off the shelf software and thus less

expensive than customized software.

As per claim 9,

The method of claim 7 wherein said step of forwarding said combined purchase order

information from said hub server to said particular buyer comprises:

       -Dynamically creating computer code needed to submit a purchase request

upon a condition that said particular buyer selects a submit icon displayed on a web

page; and, / refer to claim 3 above

       -Inserting said computer code into said web page with a tag. / refer to

claim 3 above.

As per claim 10,

The method of claim 8 wherein said step of forwarding said combined purchase order

information from said hub server to said particular buyer comprises:

       -Dynamically creating computer code needed to submit a purchase request

upon a condition that said particular buyer selects a submit icon displayed on a web

page; and, / refer to claim 3 above

       -Inserting said computer code into said web page with a tag. / refer to claim

3 above

As per claim 11,

The method of claim 9 wherein said computer code is one or more of HTML code and

JavaScript; and wherein said tag is one or more of an <IFRAME> and JavaScript. /

refer to claim 5 above

As per claim 12,

The method of claim 10 wherein said tag is one or more of an <IFRAME> and

JavaScript; and wherein said tag is one or more of an <IFRAME> and JavaScript. /

refer to claim 6 above

As per claim 15,

The method of claim 13 wherein said step of forwarding said combined purchase order

information from said hub server to said particular buyer comprises:

-Dynamically creating computer code needed to submit a purchase request

upon a condition that said particular buyer selects a submit icon displayed on a web

page; and, / refer to claim 3 above

-Inserting said computer code into said web page with a tag. / refer to claim

3 above

As per claim 16,

The method of claim 14 wherein said computer code is one or more of HTML code

and JavaScript; and wherein said tag is one or more of an <IFRAME> and JavaScript. /

refer to claim 4 above.

As per claim 17,

The method of claim 15 wherein said tag is one or more of an <IFRAME> and

JavaScript; and wherein said tag is one or more of an <IFRAME> and JavaScript. /

refer to claim 5 above.

As per claim 19,

A method of enabling multiple and different remote Internet resident affiliate web sites to allow users to effect purchases at a separate vendor web site comprising:

A. Storing, in a database at a hub server, specific buyer information, including billing and shipping information; / Keshav teaches a hub system: p 145. However, Keshav does not teach a database. Castro teaches database in the form of tables: p 134-135. It would have been obvious to one of ordinary skill in the art at the time of applicant's invention to use this limitation for the advantage of storing business data for accounting and marketing purposes. However, Castro does not teach buyer information. Success does: para. 1, 6. It would have been obvious to one of ordinary skill in the art at the time of applicant's invention to implement this feature for the advantage of maintaining buyer profile and accounting information for marketing and accounting purposes.

B. Generating a number of templates, each template corresponding to a product (or product category) to be displayed on an affiliate web page; / Success: para. 1. The reference fails to teach the feature of templates. However, Castro does (p 37). It would have been obvious to one of ordinary skill in the art at the time of applicant's invention to use this limitation for the advantage of conveniently showing several products on a web page

C. Receiving at said hub server, a cookie, said cookie identifying a prospective buyer, said affiliate site, said product and optionally said vendor site; / The reference fails to teach the feature of a cookie identifier. The reference fails

to teach the feature of a cookie identifier.

Official notice is taken that this feature is old and well known in

the e-commerce art and / or retail art. It would have been obvious to one of

ordinary skill in the art at the time of applicant's invention to implement this

feature for the advantage of identifying a buyer and thus establishing a profile candidate

for marketing purposes.

D. Dynamically creating a <FORM> including all information necessary to

effect a purchase transaction; / Castro: p 182. The reference fails to teach the feature

of using the form tag to effect a purchase.

Official notice is taken that this feature is old and well known in

the e-commerce art and / or retail art. It would have been obvious to one of

ordinary skill in the art at the time of applicant's invention to implement this

feature for the advantage of using an electronic format for speed of sending the request.

E. Returning a picture of said product with a submit image and said

<FORM> to said particular user; and, / Success: para. 1. Success does not teach a

image form tag. However, Castro does: p 182. It would have been obvious to one of

ordinary skill in the art at the time of applicant's invention to use this limitation for the

advantage of product identification for inventory access and product verification.

F. Forwarding a purchase request for said product to be shipped to said

buyer to a vendor upon a condition that said <FORM> is submitted to said

hub server. / Success: para. 4. Success does not teach a form tag. However, Castro

does: p 182. It would have been obvious to one of ordinary skill in the art at the time of

applicant's invention to use this limitation for the advantage of having inventory ready

to accept the purchase request before it is received.

As per claim 20,

The method of claim 19 further comprising:

G. Arranging said picture of said product and a submit image on

screen such that a purchase request can be initiated by selecting said submit image. /

Success: para. 1 (image and icon), 4

As per claim 21,

The method of claim 20 wherein said <form> includes product code, price, affiliate ID

and vendor ID. / Castro, p 182.   The reference fails to teach the features of code,

price and ID.

Official notice is taken that this feature is old and well known in

the e-commerce art and / or retail art.   It would have been obvious to one of

ordinary skill in the art at the time of applicant's invention to implement these

features for the advantage of having a complete purchases order form for centralized

storing and inventory control.

As per claim 24,

The method of claim 19 wherein said step of generating a number of templates, each

template corresponding to a product to be displayed at an affiliate web site includes

selecting a product randomly within a category. / Success: para. 1, 4, 5, 6, 7. The

reference fails to teach the features of random information selection.

Official notice is taken that this feature is old and well known in

the e-commerce art and / or retail art. It would have been obvious to one of

ordinary skill in the art at the time of applicant's invention to implement this

feature for the advantage of exposing most or all of the products over time to see which

are in demand.

As per claim 26,

The method of claim 19 wherein said step of generating a number of templates, each

template corresponding to a product to be displayed at an affiliate web site includes

selecting said product based on one or more of a buyer's profile, affiliate site and

category. / Success: para. 1. The reference fails to teach the feature of templates.

However, Castro does (p 37). It would have been obvious to one of ordinary skill in the

art at the time of applicant's invention to use this limitation for the advantage of

conveniently showing several products on a web page

This action is **NON-FINAL**. Any inquiry concerning this communication or earlier

communications from the examiner should be directed to Steven R. Wasylchak whose

telephone number is (703) 308-2848. The examiner can normally be reached on

Monday-Friday from 7:00 a.m. to 6:00 p.m. EST.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's

supervisor, Vincent Millin, can be reached at (703) 308-1065. The fax number for Art

Unit 2164 is (703) 308-1396.

   Any inquiry of a general nature or relating to the status of this application or

proceeding should be directed to the receptionist whose telephone number is

(703) 305-3900.

Steven Wasylchak

9/28/01

MELANIE A. KEMPER
PRIMARY EXAMINER